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Most Influential Students

Ethos Magazine

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most influential students



Seneca Wallace

quarterback

Most influential? Please. It's Seneca.

The man who most influences the outcome of a football game is the quarterback. Quarterbacks score points. Points leads to wins. Wins mean people show up next week. People showing up next week means increased attendance. Increased attendance is another way to say additional revenue.

When planning the budget for the next athletic year, football gives a TON of its revenue to a LOT of other sports. Last year, the football team brought in \$14 million, and \$7.5 of it went to Olympic and women's sports and administration fees, ISU athletics director Bruce Van De Velde says. Pretty much, less-attended sports live off of football.

Say the quarterback of the successful team returns for another season. If success follows the hype, Heisman talk follows the man. If the man lives well, good p.r. comes the program's way, which "you can't put a price tag on," former ISU athletics director Gene Smith says.

"The institution gets a great deal of exposure, too," Van De Velde adds. Which leads, potentially, to increased merchandise sales, which leads to pride in wearing the memorabilia, which leads to future generations noticing Iowa State on their parents' backs, which leads to an interest in attending the school. — *Paul Kix*

photography by jeff christian

Don't talk to him about your 9 to 5. Cavan's up at 7 to catch up on the daily news in the morning and run daily errands before heading to the office to write a daily critique for his staff and skip off to a steady slate of daily classes and come back at 4 for a daily budget meeting to determine what you'll see in the *Daily* tomorrow. His eyes are the last to see the paper at night, and those eyes scan for errors, mistakes, anything that could potentially lead to an angry call the next morning. "When things mess up, all our names are on the paper, but problems, mistakes, even lawsuits — they go to the editor," he says. Hundreds of angry e-mails have flooded in this year, even a threat from a woman who vowed to "follow me for the rest of my career to make sure I don't make it anywhere." That heat comes with the gig, with the only office in the room. The *Daily* is an award-winning college publication with a circulation bigger than the *Ames Tribune*, a full staff of about 20 editors and 20 reporters he oversees, an operating budget of \$1.4 million. You read it. We all read the *Daily*; it's the pulse of the university, and a damn good one at that. The *Daily* sets the tone, creates the climate at Iowa State. Whether to learn something or just to find a reason to bitch about it, you read it. And Cavan, a senior in journalism, knows it. It's why he stays sometimes until 1, 2 in the morning. It's also why what was once an occasional cigarette out by the dumpster is now a steady habit Cavan doesn't think about kicking. — *Tim Paluch*

cavan
reagan





campaigner

Just so happens while the rest of the country's Democrats were getting their asses handed to them in November by the Republicans, the Dems in this fine state were the ones slapping around the Grand Ol' Party. Especially here in Ames, where nary an elephant was spotted in the waning days of the election, and area legislative seats were swept by the left. ISU senior Molly Scherrman was right smack dab in the middle of it, working last semester as the president of the ISU Democrats and campaigning for the Iowa Democratic Party — canvassing the campus, registering voters, coordinating events and speeches. And the students came out and voted, in large quantities, thanks in no small part to Molly and aggressive campaigning tactics. There was a massive increase in voter registration and student voting numbers were up from the 2000 presidential election. No small feat for an off-year election in which apathetic college folk usually stay home. Perhaps it's in her blood — her father Paul Scherrman served six years as a state representative. Molly says maybe. "These candidates last election had a lot to invest in us. And it was well worth the effort," she says, "And it's fun. Most of the time." — Tim Paluch

molly scherrman


photography by
james mckenzie

david boike

Money. Lots of money. \$1.5 million of your money, gathered in the fall as student fees. \$1.5 million of your money, distributed in the spring to ISU organizations by this man: David Boike, finance director for the Government of the Student Body. The Hip Hop Dance Club, the Muslim Student Association and Sigma Gamma Tau Honor Society all come to Boike and his staff in the spring to ask for money. It's his job to decide if they get it. "I do what I do because it's what I enjoy doing," he says. "There are students on campus that write for **ethos** or the *Daily*, others that join the Yo-Yo Club, others that play for a sports club and a hundred other things. I'm not that much different from them, I just happen to be responsible for a few million dollars as well."

Boike is a senior in electrical engineering from Dike, Iowa. He made his way into student government through the Inter-Residence Hall Association, starting as North Helser Hall representative his freshman year. He joined the GSB Finance Committee as a sophomore, and was elected vice-president of IRHA. He was appointed director for the 2002-2003 school year, and now manages GSB's finances and oversees the finances of all GSB-funded organizations. — Sara Tennesen

photography by cyan james



On Sept. 11, 2001, Omar Tesdell formed a group that would continue to make headlines over the course of the next year and a half: Time for Peace. They held candlelight vigils to express their grief and, eventually, protest the possibility of violence. In a time when college students are criticized for apathy, the group holds public vigils. Twice a week, every week, since Sept. 11. They organize protests in Ames, Des Moines and across the country. "It's a community organization committed to action and awareness in creative, nonviolent conflict resolution," Tesdell says. "Our most important characteristic is our sincere efforts in engaging in dialogue with people who do not necessarily agree." Tesdell, a junior in journalism and mass communication from Slater, Iowa, grew up in Iowa and Saudi Arabia. "I believe the most important characteristic of a leader is humility," he says. "Many of the most effective leaders of history lead by example, in solidarity with the people they serve, not by putting themselves above them."

Tesdell, who is Palestinian-American, worked with the leader of the campus Hillel to begin a Jewish-Palestinian dialogue group intended to build local relationships between the two groups. Last summer, Tesdell was chosen to participate in Harvard University's Civil Rights Project, an eight-week leadership conference on civil rights, held both at Harvard and Washington D.C. "It was a life-changing experience," he says. Tesdell has also worked for the *Iowa State Daily*, served on the VEISHEA Food Fair committee and volunteered as an campus tour guide. — Sara Tennesen

omar tesdell

photography by shauna stephenson

activist